

## 2018-2019 WACO TRADE MEMBER ADVERTISING OPPORTUNITIES

Advertising Type			Description
<b>WACO Directory</b>			<b>Deadline: 10/10/17</b>  315,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more!  • Acceptable programs & file formats (all graphics and fonts must be included): Quark, InDesign, .tif / .eps / .jpg / .pdf • Other formats must have prior approval. • Acceptable media: disks, CD / DVD • See next page for size ad reference.
Total \$			
Full Page	\$4,543.00		
3/4 Page	\$3,647.00		
2/3 Page	\$3,209.00		
1/2 Page	\$2,772.00		
1/3 Page	\$2,014.00		
1/4 Page	\$1,517.00		
1/8 Page	\$1,299.00		
<b>Center Map Pull Out Section</b>			
Full Page	\$7,394.10		
Cover 4	\$7,394.10		
Cover 2-3	\$6,370.35		
			<b>Website Advertising</b>
Banner Ad \$500.00/yr.			
- Size (px)	1200 x 125		
Side Ad	\$400.00/yr.		
- Size (px)	200 x 200		
			<b>WACO Newsletter</b>
Business Card \$100			
Double Business Card	\$150		
1/4 Page	\$200		
1/2 Page	\$300		
Full Page	\$500		
			<b>Seven business days prior to the first day of the month you want to run or start running ad.</b>
<b>Annual Trade Show</b>			Please see the following pages or call the WACO office directly at (608) 525-2327 for more information on trade show dates and registration, sponsorship opportunities and deadlines.
March 14 -18, 2018			

**If you have any questions or need help placing an ad in any of the avenues listed above, please don't hesitate to call the WACO office for assistance at (608) 525-2327. Thank you for your membership and we look forward to working with you!**